A9055-2C1 (A) 11/87

TvB

GNP
AD VOLUME
&
TV AD VOLUME

1960-1995

Prepared by the Research Department
TELEVISION BUREAU OF ADVERTISING, INC.

November 4, 1986

Television Bureau of Advertising, Inc. · 477 Madison Avenue · New York, NY 10022 · 212 486-1111

GROSS NATIONAL PRODUCT
TOTAL AD VOLUME AND TELEVISION AD VOLUME 1960-1995

	GNP		Ad Volume			TV Ad Volume		
	Billions	% Change	Millions	% Change	% of GNP	Millions	% Change	% of Ad Vol.
1960	$515.3	5.6	$11,960	6.1	2.32	$1,627	6.4	13.6
1961	533.8	3.6	11,860	-0.8	2.22	1,691	3.9	14.3
1962	574.6	7.6	12,430	4.8	2.16	1,897	12.2	15.3
1963	606.9	5.6	13,100	5.4	2.16	2,032	7.1	15.5
1964	649.8	7.1	14,150	8.0	2.18	2,289	12.6	16.2
1965	705.1	8.5	15,250	7.8	2.16	2,515	9.9	16.5
1966	772.0	9.5	16,630	9.0	2.15	2,823	12.2	17.0
1967	816.4	5.8	16,870	1.4	2.07	2,909	3.0	17.2
1968	892.7	9.3	18,090	7.2	2.03	3,231	11.1	17.9
1969	963.9	8.0	19,420	7.4	2.01	3,585	11.0	18.5
1970	1,015.5	5.4	19,550	0.7	1.93	3,596	0.3	18.4
1971	1,102.7	8.6	20,700	5.9	1.88	3,534	-1.7	17.1
1972	1,212.8	10.0	23,210	12.1	1.91	4,091	15.8	17.6
1973	1,359.3	12.1	24,980	7.6	1.84	4,460	9.0	17.9
1974	1,472.8	8.3	26,620	6.6	1.81	4,851	8.8	18.2
1975	1,598.4	8.5	27,900	4.8	1.75	5,263	8.5	18.9
1976	1,782.8	11.5	33,300	19.4	1.87	6,721	27.7	20.2
1977	1,990.5	11.7	37,440	12.4	1.88	7,612	13.3	20.3
1978	2,249.7	13.0	43,330	15.7	1.93	8,955	17.6	20.7
1979	2,508.2	11.5	48,780	12.6	1.94	10,154	13.4	20.8
1980	2,732.0	8.9	53,550	9.8	1.96	11,416	12.4	21.3
1981	3,052.6	11.7	60,430	12.8	1.98	12,764	11.8	21.1
1982	3,166.0	3.7	66,580	10.2	2.10	14,489	13.5	21.8
1983	3,405.7	7.6	75,850	13.9	2.23	16,489	13.8	21.7
1984	3,765.0	10.5	87,820	15.8	2.33	19,498	18.2	22.2
1985	3,998.1	6.2	94,750	7.9	2.37	20,533	5.3	21.7
1986	4,210.9	5.3	101,910	7.6	2.42	22,085	7.6	21.7
1987	4,458.4	5.9	110,000	7.9	2.47	23,623	7.0	21.5
1988	4,909.0	10.1	125,620	14.2	2.56	26,606	12.6	21.2
1989	5,331.0	8.6	138,180	10.0	2.59	28,960	8.8	21.0
1990	5,630.0	5.6	151,030	9.3	2.68	32,108	10.9	21.3
1991	6,030.0	7.1	166,740	10.4	2.77	35,261	9.8	21.1
1992	6,639.0	10.1	190,420	14.2	2.87	39,716	12.6	20.9
1993	7,177.0	8.1	208,700	9.6	2.91	43,144	8.6	20.7
1994	7,557.0	5.3	227,070	8.8	3.00	47,629	10.4	21.0
1995	8,063.0	6.7	249,780	10.0	3.10	52,116	9.4	20.9

TELEVISION AD VOLUME 1960-1995

	Network			Spot			Local			Nat'l. Syn.		
	Millions	% Chg.	% TV	Millions	% Chg.	% TV	Millions	% Chg.	% TV	Millions	% Chg.	% TV
1960	$820	5.7	50.4	$527	8.4	32.4	$280	4.9	17.2	$--	--	--
1961	887	8.2	52.5	548	4.0	32.4	256	-8.6	15.1	--	--	--
1962	976	10.0	51.4	629	14.8	33.2	292	14.1	15.4	--	--	--
1963	1,025	5.0	50.4	698	11.0	34.4	309	5.8	15.2	--	--	--
1964	1,132	10.4	49.5	806	15.5	35.2	351	13.6	15.3	--	--	--
1965	1,237	9.3	49.2	892	10.7	35.5	386	10.0	15.3	--	--	--
1966	1,393	12.6	49.3	988	10.8	35.0	442	14.5	15.7	--	--	--
1967	1,455	4.5	50.0	988	0.0	34.0	466	5.4	16.0	--	--	--
1968	1,523	4.7	47.1	1,131	14.5	35.0	577	23.8	17.9	--	--	--
1969	1,678	10.2	46.8	1,253	10.8	35.0	654	13.3	18.2	--	--	--
1970	1,658	-1.2	46.1	1,234	-1.5	34.3	704	7.6	19.6	--	--	--
1971	1,593	-3.9	45.1	1,145	-7.2	32.4	796	13.1	22.5	--	--	--
1972	1,804	13.2	44.1	1,318	15.1	32.2	969	21.7	23.7	--	--	--
1973	1,968	9.1	44.1	1,377	4.5	30.9	1,115	15.1	25.0	--	--	--
1974	2,145	9.0	44.2	1,495	8.6	30.8	1,211	8.6	25.0	--	--	--
1975	2,306	7.5	43.9	1,623	8.6	30.8	1,334	10.2	25.3	--	--	--
1976	2,857	23.9	42.6	2,154	32.7	32.0	1,710	28.2	25.4	--	--	--
1977	3,460	21.1	45.4	2,204	2.3	29.0	1,948	13.9	25.6	--	--	--
1978	3,975	14.9	44.4	2,607	18.3	29.1	2,373	21.8	26.5	--	--	--
1979	4,599	15.7	45.3	2,873	10.2	28.3	2,682	13.0	26.4	--	--	--
1980	5,130	11.5	45.0	3,269	13.8	28.6	2,967	10.6	26.0	50	--	0.4
1981	5,575	8.7	43.7	3,746	14.6	29.3	3,368	13.5	26.4	75	50.0	0.6
1982	6,210	11.4	42.9	4,364	16.5	30.1	3,765	11.8	26.0	150	100.0	1.0
1983	7,017	13.0	42.5	4,827	10.6	29.3	4,345	15.4	26.4	300	100.0	1.8
1984	8,526	21.5	43.7	5,488	13.7	28.1	5,084	17.0	26.1	400	33.3	2.1
1985	8,285	-2.8	40.4	6,004	9.4	29.2	5,714	12.4	27.8	530	32.5	2.6
1986	8,535	3.0	38.6	6,485	8.0	29.4	6,455	13.0	29.2	610	15.1	2.8
1987	8,875	4.0	37.5	6,940	7.0	29.4	7,100	10.0	30.1	708	16.1	3.0
1988	9,763	10.0	36.7	7,773	12.0	29.2	8,243	16.1	31.0	827	16.8	3.1
1989	10,124	3.7	35.0	8,574	10.3	29.6	9,306	12.9	32.1	956	15.6	3.3
1990	10,843	7.1	33.8	9,603	12.0	29.9	10,572	13.6	32.9	1,090	14.0	3.4
1991	11,743	8.3	33.3	10,429	8.6	29.6	11,851	12.1	33.6	1,238	13.6	3.5
1992	12,917	10.0	32.5	11,680	12.0	29.4	13,723	15.8	34.6	1,396	12.8	3.5
1993	13,188	2.1	30.6	12,906	10.5	29.9	15,480	12.8	35.9	1,570	12.5	3.6
1994	14,006	6.2	29.4	14,351	11.2	30.1	17,523	13.2	36.8	1,749	11.4	3.7
1995	15,042	7.4	28.9	15,542	8.3	29.8	19,591	11.8	37.6	1,941	11.0	3.7

Source: GNP, U.S. Department of Commerce 1960-85.
Ad Volume, McCann-Erickson 1960-87.
TV Ad Volume, McCann-Erickson 1960-85.
All Other figures are TvB estimates.

Projections: 1988-95 were derived by a (5-3-1) weighted average of the percent change of the last three similar years in the quadrennial cycle, with the most recent year weighted by 5. Ceilings were employed when warranted. National Syndication projections were done separately.

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TvB

TRENDS
IN GNP
AD VOLUME
TV AD VOLUME

1960-1995

Prepared by the Research Department

May 1987

Television Bureau of Advertising, Inc. · 477 Madison Avenue · New York, NY 10022

GROSS NATIONAL PRODUCT
TOTAL AD VOLUME AND TELEVISION AD VOLUME 1960-1995

	GNP		Ad Volume			TV Ad Volume		
	Billions	% Change	Millions	% Change	% of GNP	Millions	% Change	% of Ad Vol.
1960	$515.3	5.6	$11,960	6.1	2.32	$1,627	6.4	13.6
1961	533.8	3.6	11,860	-0.8	2.22	1,691	3.9	14.3
1962	574.6	7.6	12,430	4.8	2.16	1,897	12.2	15.3
1963	606.9	5.6	13,100	5.4	2.16	2,032	7.1	15.5
1964	649.8	7.1	14,150	8.0	2.18	2,289	12.6	16.2
1965	705.1	8.5	15,250	7.8	2.16	2,515	9.9	16.5
1966	772.0	9.5	16,630	9.0	2.15	2,823	12.2	17.0
1967	816.4	5.8	16,870	1.4	2.07	2,909	3.0	17.2
1968	892.7	9.3	18,090	7.2	2.03	3,231	11.1	17.9
1969	963.9	8.0	19,420	7.4	2.01	3,585	11.0	18.5
1970	1,015.5	5.4	19,550	0.7	1.93	3,596	0.3	18.4
1971	1,102.7	8.6	20,700	5.9	1.88	3,534	-1.7	17.1
1972	1,212.8	10.0	23,210	12.1	1.91	4,091	15.8	17.6
1973	1,359.3	12.1	24,980	7.6	1.84	4,460	9.0	17.9
1974	1,472.8	8.3	26,620	6.6	1.81	4,851	8.8	18.2
1975	1,598.4	8.5	27,900	4.8	1.75	5,263	8.5	18.9
1976	1,782.8	11.5	33,300	19.4	1.87	6,721	27.7	20.2
1977	1,990.5	11.7	37,440	12.4	1.88	7,612	13.3	20.3
1978	2,249.7	13.0	43,330	15.7	1.93	8,955	17.6	20.7
1979	2,508.2	11.5	48,780	12.6	1.94	10,154	13.4	20.8
1980	2,732.0	8.9	53,550	9.8	1.96	11,416	12.4	21.3
1981	3,052.6	11.7	60,430	12.8	1.98	12,764	11.8	21.1
1982	3,166.0	3.7	66,580	10.2	2.10	14,489	13.5	21.8
1983	3,405.7	7.6	75,850	13.9	2.23	16,489	13.8	21.7
1984	3,765.0	10.5	87,820	15.8	2.33	19,528	18.4	22.2
1985	3,998.1	6.2	94,750	7.9	2.37	20,543	5.2	21.7
1986	4,206.1	5.2	102,090	7.7	2.43	22,240	8.3	21.8
1987	4,446.1	5.7	109,820	7.6	2.47	23,788	7.0	21.7
1988	4,895.0	10.1	125,410	14.2	2.56	26,793	12.6	21.4
1989	5,316.0	8.6	137,950	10.0	2.59	29,166	8.9	21.1
1990	5,614.0	5.6	150,920	9.4	2.69	32,415	11.1	21.5
1991	6,007.0	7.0	166,310	10.2	2.77	35,590	9.8	21.4
1992	6,614.0	10.1	189,930	14.2	2.87	40,090	12.6	21.1
1993	7,150.0	8.1	208,160	9.6	2.91	43,554	8.6	20.9
1994	7,529.0	5.3	226,690	8.9	3.01	48,258	10.8	21.3
1995	8,026.0	6.6	248,680	9.7	3.10	52,793	9.4	21.2

TELEVISION AD VOLUME 1960-1995

	Network			Spot			Local			Nat'l. Syn.		
	Millions	% Chg.	% TV	Millions	% Chg.	% TV	Millions	% Chg.	% TV	Millions	% Chg.	% TV
1960	$820	5.7	50.4	$527	8.4	32.4	$280	4.9	17.2	$--	--	--
1961	887	8.2	52.5	548	4.0	32.4	256	-8.6	15.1	--	--	--
1962	976	10.0	51.4	629	14.8	33.2	292	14.1	15.4	--	--	--
1963	1,025	5.0	50.4	698	11.0	34.4	309	5.8	15.2	--	--	--
1964	1,132	10.4	49.5	806	15.5	35.2	351	13.6	15.3	--	--	--
1965	1,237	9.3	49.2	892	10.7	35.5	386	10.0	15.3	--	--	--
1966	1,393	12.6	49.3	988	10.8	35.0	442	14.5	15.7	--	--	--
1967	1,455	4.5	50.0	988	0.0	34.0	466	5.4	16.0	--	--	--
1968	1,523	4.7	47.1	1,131	14.5	35.0	577	23.8	17.9	--	--	--
1969	1,678	10.2	46.8	1,253	10.8	35.0	654	13.3	18.2	--	--	--
1970	1,658	-1.2	46.1	1,234	-1.5	34.3	704	7.6	19.6	--	--	--
1971	1,593	-3.9	45.1	1,145	-7.2	32.4	796	13.1	22.5	--	--	--
1972	1,804	13.2	44.1	1,318	15.1	32.2	969	21.7	23.7	--	--	--
1973	1,968	9.1	44.1	1,377	4.5	30.9	1,115	15.1	25.0	--	--	--
1974	2,145	9.0	44.2	1,495	8.6	30.8	1,211	8.6	25.0	--	--	--
1975	2,306	7.5	43.9	1,623	8.6	30.8	1,334	10.2	25.3	--	--	--
1976	2,857	23.9	42.6	2,154	32.7	32.0	1,710	28.2	25.4	--	--	--
1977	3,460	21.1	45.4	2,204	2.3	29.0	1,948	13.9	25.6	--	--	--
1978	3,975	14.9	44.4	2,607	18.3	29.1	2,373	21.8	26.5	--	--	--
1979	4,599	15.7	45.3	2,873	10.2	28.3	2,682	13.0	26.4	--	--	--
1980	5,130	11.5	45.0	3,269	13.8	28.6	2,967	10.6	26.0	50	--	0.4
1981	5,575	8.7	43.7	3,746	14.6	29.3	3,368	13.5	26.4	75	50.0	0.6
1982	6,210	11.4	42.9	4,364	16.5	30.1	3,765	11.8	26.0	150	100.0	1.0
1983	7,017	13.0	42.5	4,827	10.6	29.3	4,345	15.4	26.4	300	100.0	1.8
1984	8,526	21.5	43.7	5,488	13.7	28.1	5,084	17.0	26.0	430	43.3	2.2
1985	8,285	-2.8	40.4	6,004	9.4	29.2	5,714	12.4	27.8	540	25.6	2.6
1986	8,570	3.4	38.6	6,545	9.0	29.4	6,515	14.0	29.3	610	13.0	2.7
1987	8,915	4.0	37.5	7,000	7.0	29.4	7,165	10.0	30.1	708	16.1	3.0
1988	9,807	10.0	36.6	7,840	12.0	29.3	8,319	16.1	31.0	827	16.8	3.1
1989	10,170	3.7	34.8	8,648	10.3	29.7	9,392	12.9	32.2	956	15.6	3.3
1990	10,923	7.4	33.6	9,686	12.0	29.9	10,716	14.1	33.1	1,090	14.0	3.4
1991	11,830	8.3	33.2	10,509	8.5	29.5	12,013	12.1	33.8	1,238	13.6	3.5
1992	13,013	10.0	32.4	11,770	12.0	29.4	13,911	15.8	34.7	1,396	12.8	3.5
1993	13,286	2.1	30.5	13,006	10.5	29.9	15,692	12.8	36.0	1,570	12.5	3.6
1994	14,150	6.5	29.3	14,502	11.5	30.1	17,857	13.8	37.0	1,749	11.4	3.6
1995	15,197	7.4	28.8	15,691	8.2	29.7	19,964	11.8	37.8	1,941	11.0	3.7

Source: GNP, U.S. Department of Commerce 1960-85.
Ad Volume, McCann-Erickson 1960-87.
TV Ad Volume, McCann-Erickson 1960-85.
All Other figures are TvB estimates.

Projections: 1988-95 were derived by a (5-3-1) weighted average of the percent change of the last three similar years in the quadrennial cycle, with the most recent year weighted by 5. Ceilings were employed when warranted. National Syndication projections were done separately.